



**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

June 2001

Call us at (403) 275-4400

**Producer
Profile:
Marj Veno**



Marj Veno and family run a 300-head cow/calf operation near **Hanna**. Marj is zone four director and chairs the producer liaison committee. Marj says, "It is important producers understand what the ACC is doing on their behalf. That is why we work so hard on communication programs - reaching producers and media through our radio and print projects."

**Cattle Market
Information
Slaughter Line
(403) 274-4340
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www.albertabeef.org

Foodservice and Retail Beef Sales Continue to Grow

"We are selling more beef than ever before," says Kevin Boon, Beef Information Centre (B.I.C.) chairman.

Beef is the top selling entree in the nation's restaurants, while at retail, volumes continue to climb with beef being the best seller in the meat counter.

"Total foodservice sales are up three per cent with beef enjoying a sales growth of 4.2 per cent," explains Boon.

In the year 2000, dollar value of retail

sales was up seven per cent. Kilogram volume increased one per cent. Quebec enjoyed the highest kilogram growth at seven per cent. Canadian households are shopping for beef more often. In any given week, 84.2 per cent of Canadians are eating beef.

The new figures on Canadian beef consumption represent a continuation of a trend. Industry officials believe the upward movement in consumer preference for beef will continue.

New Retail Tool to Help Sell Beef

The Beef Information Centre (B.I.C.) has introduced a new Beef Merchandising Guide to retailers across Canada.

"The old guide served the industry well for the past 20 years but needed to be updated. The new publication is quite a bit more technical and serves as a buyer's guide. It is essentially a teaching tool for the industry," says Michael Young, B.I.C. national retail merchandising

manager.

The new cuts developed by the B.I.C. will help retailers, restaurants and processors utilize beef from larger cattle to make portions suitable for today's urban consumer. This means smaller, thicker steaks, round medallion steaks, and quick roasts that cook in 45 minutes.

The B.I.C. will also use the publication as a reference guide to launch new retail initiatives.

"If it ain't Alberta, it ain't Beef" Makes a Comeback

A new version of the highly successful "If it ain't Alberta, it ain't Beef" promotion originally developed for the 1998 Calgary Winter Olympics will debut this summer.

The new campaign will promote Alberta beef to the huge number of visitors coming for the Calgary Stampede and Edmonton World Championships in Athletics (the third largest sporting event in the world).

The Alberta Cattle Commission conducted a province-wide talent search for three female producers to represent the industry for the new Alberta beef image.

Nominations Open for Environmental Stewardship Award

Nominations for the 2002 ACC Environmental Stewardship Award will close July 1, 2001. Cattle producers are encouraged to enter themselves or nominate another producer who qualifies. Call (403) 275-4400 for nomination forms.

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